# **Profile a Retail market Assessment Activities**

## **Review the image of the store**

Examine the components of **your store** image, access and explore relevant store documentation in relation to store image and promote the store image in an suitable manner.

**Use your imagination and knowledge of existing stores to develop a concept for your store.**

**Present your findings in either a two-three page document or power point presentation ( max 8 slides) submit the documentation to assessor by the due date agreed on.**

## **Research market demands for the store**

### Plan and select suitable market research techniques in accordance with store policies and procedures.

### Collect and examine data in a proper manner.

**2:A Design a feedback research tool of at least 5 questions to be used to gain feedback from customers .**

**You must survey at least 10 people attending the expo,**

**2:B Prepare a report of findings including 2 graphs showing responses to questions and submit the documentation to assessor by the due date agreed on.**

#### 3. Profile the stores customer

Research the demography of the stores customers.

Develop a demographic profile for your store.

Access information about changing trends that affect your potential customers and industry and relate them to your stores customer demands.

**Present your findings to your assessor the group as a verbal and visual presentation on the date agreed on.**

**Use the templates and tools (3:A 3:B 3:C )supplied to assist in planning your presentation**

## **4. Implement methods to attract customers to store**

Using customer information you have accessed and analysed, generate different ideas for attracting customers.

EG. advertising, seasonal promotions, new product launches, public relations and publicity.

Present your ideas and discuss your idea with trainer.

**4:A Complete a promotional calendar for your store indicating starting and finishing dates for 6 activities that will be used to attract customers to the store**

**4:B You will participate in planning activities for the retail business expo Design and produce promotional aids such as business cards, posters and tickets that will assist in promoting your store and it’s products at the expo.**

**2:A PROFILE A RETAIL MARKET**

**Demographic profile tool for your store**

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Store name:: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Answer the following questions**

Who buys products or services in your store ?

What benefits does the customer look for from the products

or service offered in your store?

What financial factors control customer demand for these products or services?

How much are customers willing to pay for these products or services?

How do customers pay for their purchases?

What tasks do the products or services perform or offer to the customer?

How do customers use the products or services?

What are the important criteria which customers use in deciding to use these products or services?

What risks if any does the customer identify with using this product or service?

How long does the decision to buy this product or service take and what information do customers require to make a decision?

Where and when do customers actually make the decision to buy our product or services?

How do the products or services fit into the customers' lifestyle both currently and in the future?

Where do customers seek information about our products or services?

What is the starting point of comparison with other products or services from your store competitors?

Why would customers choose our product or services in preference to those of our competitors?

**2:B PROFILE A RETAIL MARKET**

**Demographic profile template your store**

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Store name:: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# **Target customer demographic profile**

**Age**

* **10-14**
* **15-21**
* **22-35**
* **36-49**
* **50-65**
* **66+**

**Family Structure/ Marital Status**

* **Single**
* **Single with children living at home**
* **Single no children living at home**
* **Have partner have children living at home**
* **Have partner have children not living at home**
* **Have partner no children**

**Occupations of customers**

**Employment Patterns**

* **Permanent part time**
* **Permanent full time**
* **Casual**
* **Seasonal**
* **Contractor**
* **Self employed**

**Education**

* **No formal qualifications**
* **Year 10**
* **Higher school certificate**
* **Tertiary tafe, college, trade**
* **University**

**Residence**

* **Own home/unit**
* **Own re locatable home**
* **Purchasing own home/unit**
* **Purchasing re locatable home**
* **Renting –private housing/unit**
* **Renting –public housing/unit**
* **Homeless**

**Mobility**

* **Own transport - motorised vehicle**
* **Own transport walk or ride**
* **Use public transport**

**Ethnic Background**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Income Level**

* **High**
* **Mid**
* **Low**
* **Unemployed**
* **on benefits**

**2:C PROFILE A RETAIL MARKET**

**Trends and influences on customer demand**

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Store name:: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |
| --- | --- | --- |
| **List product trends and influences identified** | **List Industry trends and influences identified** | **Relationship to customer demand** |
|  |  |  |